



BY THE GOVERNOR OF THE STATE OF GEORGIA

A PROCLAMATION

WE CARD AWARENESS MONTH

- WHEREAS: Georgia law prohibits the sale of tobacco products to persons under the age of 18; and
- WHEREAS: Products not permitted for purchase by minors include cigar wraps, wrappers, and devices or substances used to make cigarettes or tobacco in any form; and
- WHEREAS: Minors are not permitted to purchase alternative nicotine products (products containing nicotine intended for human consumption, whether chewed, absorbed, dissolved or ingested by any other method) or vapor products (e-cigarettes and any noncombustible product containing nicotine that employs a heating element, power source, electronic circuit or other means to produce vapor from nicotine in a solution or other form); and
- WHEREAS: We Card Awareness Month is an education and training effort aimed at boosting Georgia retailers' awareness of and participation in responsible retailing efforts to comply with federal, state and local laws. This initiative helps retailers to prevent and deny the sale of tobacco and other age-restricted product to minors; and
- WHEREAS: This year marks the 23rd anniversary of THE "WE CARD" PROGRAM INC., which provides training and education to the retail community to help retailers comply with age-restriction laws and responsibly serve their communities; and
- WHEREAS: We Card is endorsed by the Georgia Food Industry Association, the Georgia Association of Convenience Stores, the Georgia Oilmen's Association and the Georgia Retail Association; and
- WHEREAS: We Card in-store training and education materials, online training programs, and "ID Check-Up" – the mystery shopping service – are available to all Georgia retailers through the We Card website; and
- WHEREAS: During this month, Georgia retailers are encouraged to participate in We Card initiatives and make it clear that individuals under 18 may not purchase tobacco and other age-restricted products from their establishments; now
- THEREFORE: I, NATHAN DEAL, Governor of the State of Georgia, do hereby proclaim September 2018 as WE CARD AWARENESS MONTH in Georgia and encourage retailers to become familiar with this initiative.

In witness thereof, I have hereunto set my hand and caused the Seal of the Executive Department to be affixed this 13th day of August in the year of our Lord two thousand eighteen.



Nathan Deal
GOVERNOR

ATTEST
Chris W. Riley
CHIEF OF STAFF